

Building Blocks are Power.

(Innovations for Mobility 2.0)

Key Topics

History

Innovation

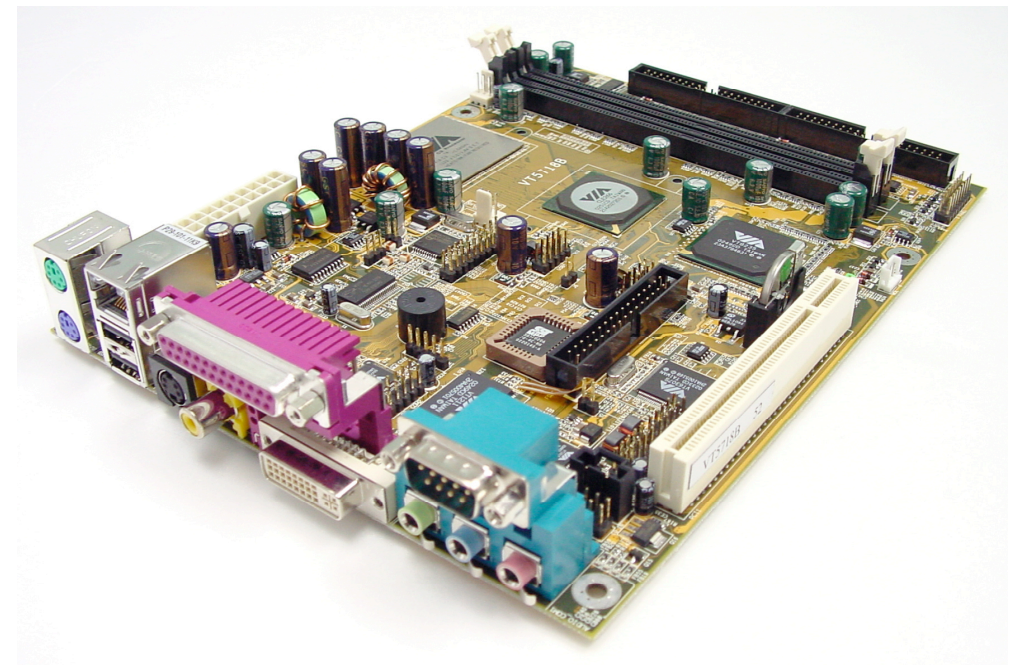
Mobility 2.0

**“Go Small or
Go Home.”**

(A Short History of ITX.)

(1)

In 2001 we introduced the Mini-ITX.



Mini-ITX
17cmx17cm

**But we had no idea
how to sell it :-/**

**So we started giving
them to hackers.**

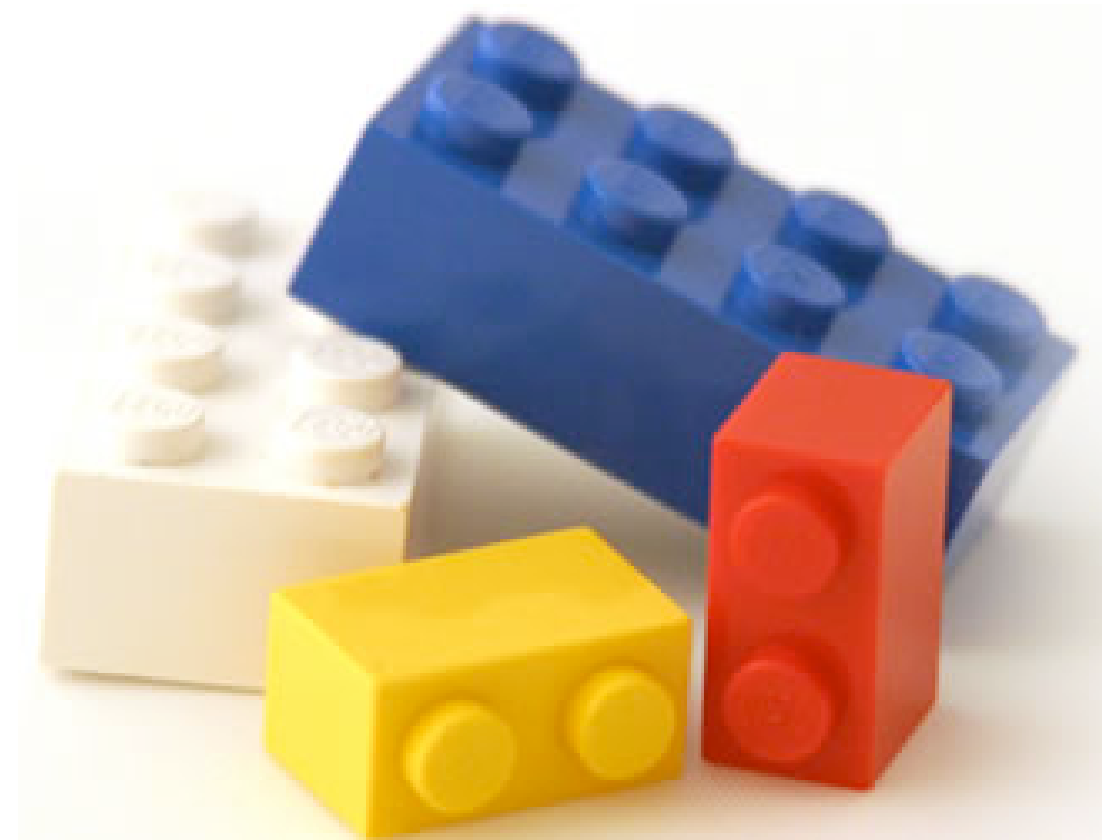
Intel Inside.

***VIA Outside.**

**“There are a lot more
smart people outside
than inside of VIA.”**

– Me, Just Now.

Hackers like Legos.



And they never forget their roots.

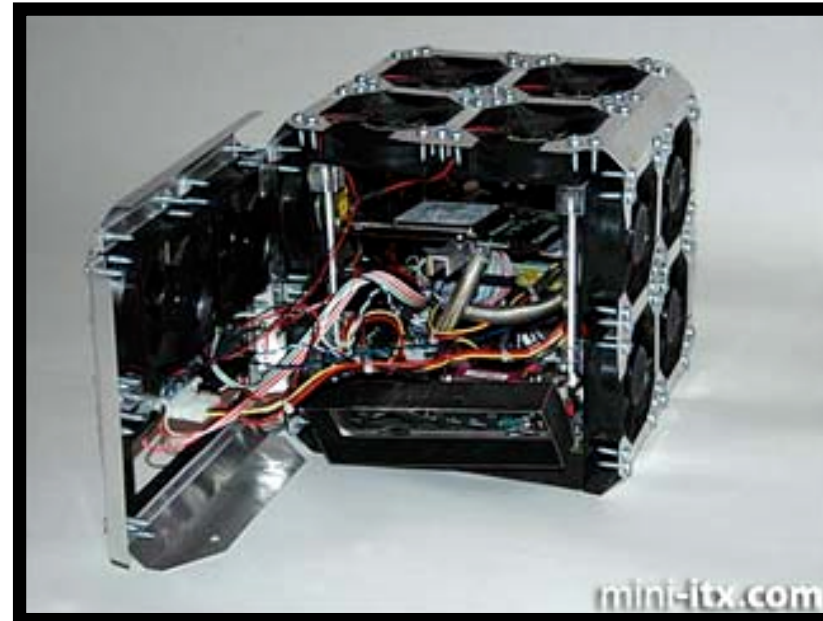


The Commodore 64 totally remixed.



VIA + Legos = Fun

The “Cool Cube.”



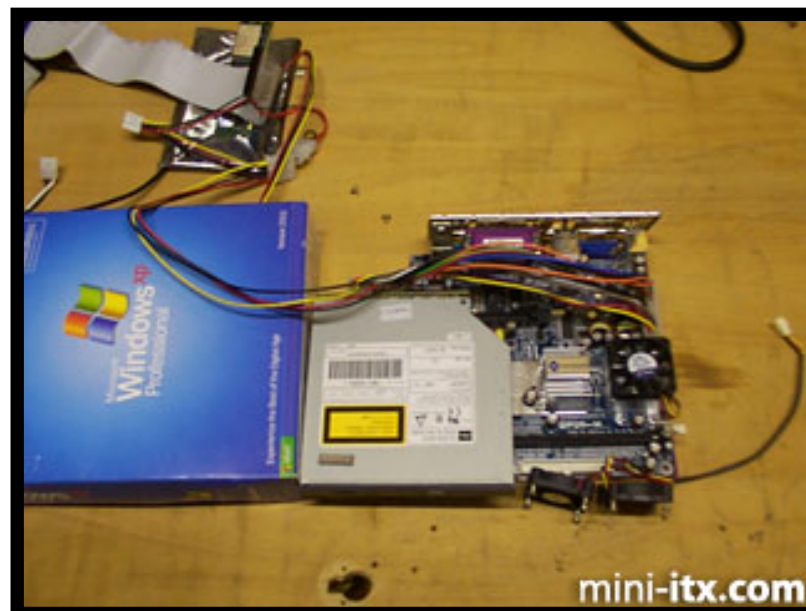
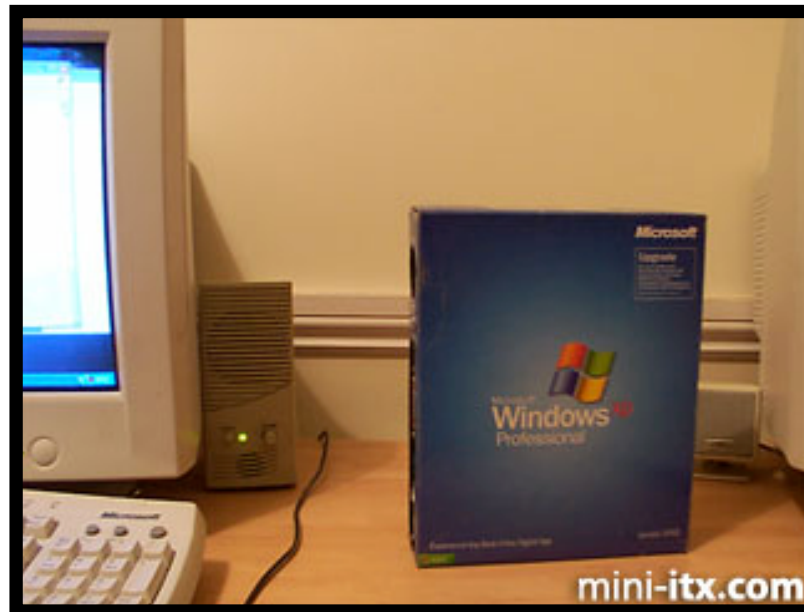
Out of Gas?

Fill it up with ITX.



**Who says
Windows isn't
useful?!**

It makes a great case.



$$\Sigma(ITX) = ?$$

Clusters of fun.



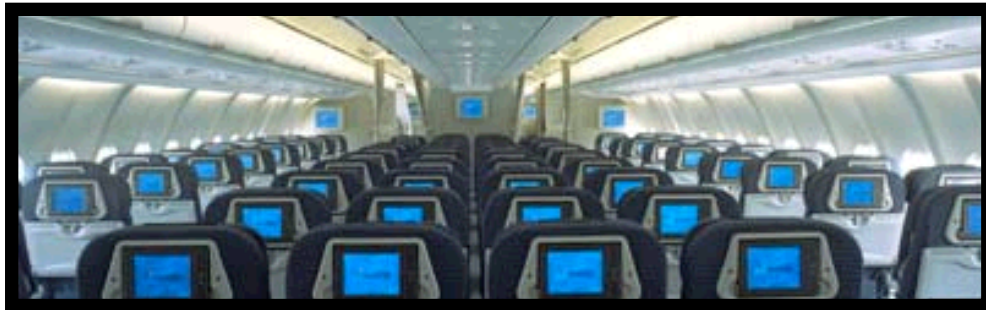
**Hackers hack
Businesses.**

**Businesses
copy Hackers.**

4eversports.



Boeing flies with ITX.



**800 MHz for Economy.
1GHz is for First.**



Feeling Ugly?

ITX will make you Beautiful.



**HP's clients
are all thin.**

And they like it small.



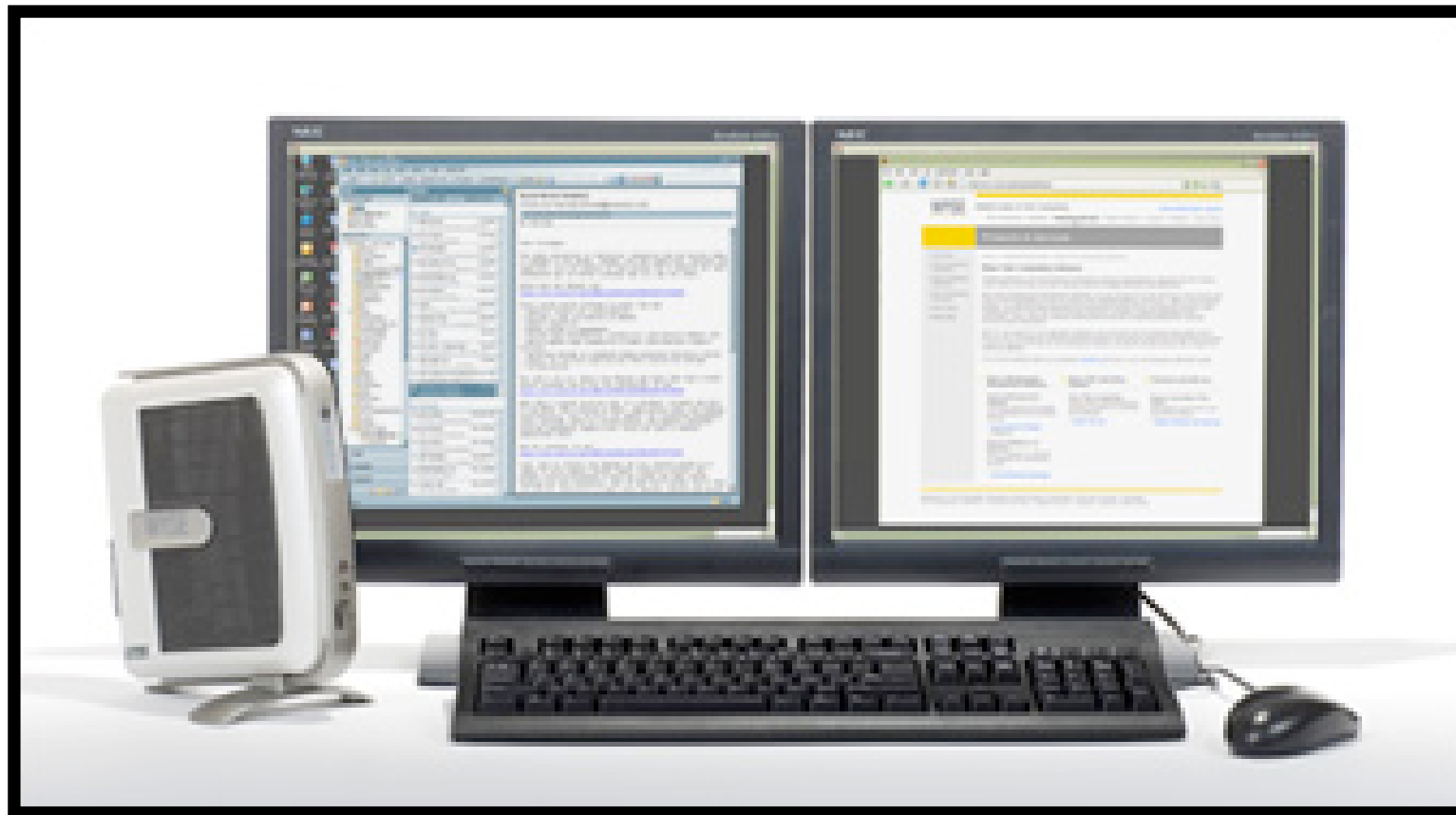
(T5135)



(T5125)

**It's Wyse to be
Small.**

And multiply connected.



(Wyse –V50 Dual-Video)

(2)

In 2003 we introduced the Nano-ITX.



Nano-ITX
12cmx12cm

(History Repeats Itself.)

**Only this time we knew
EXACTLY how to sell it.**

**We started giving them
to hackers.**

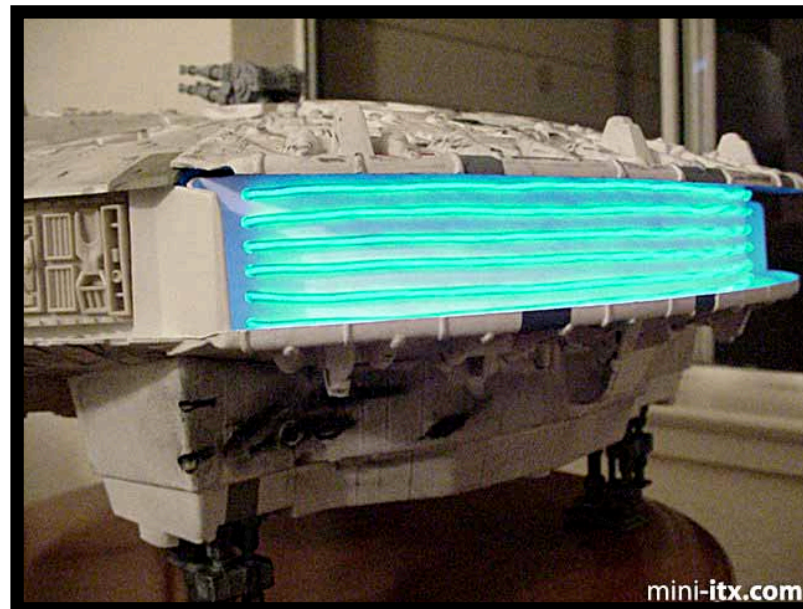
Intel Inside.

***VIA Outside.**

**“There are a lot more
smart people outside
than inside of VIA.”**

– I’m a Broken Record.

Back to the mothership.



**Schumacher is
fast.**

But ITX is faster.



**ITX went to
Japan...**

Hmm...



**Hackers hack
Businesses.**

**Businesses
copy Hackers.**

ITX for your NSX.



**Deep Blue beat
Kasparov.**

**But they still think
small.**



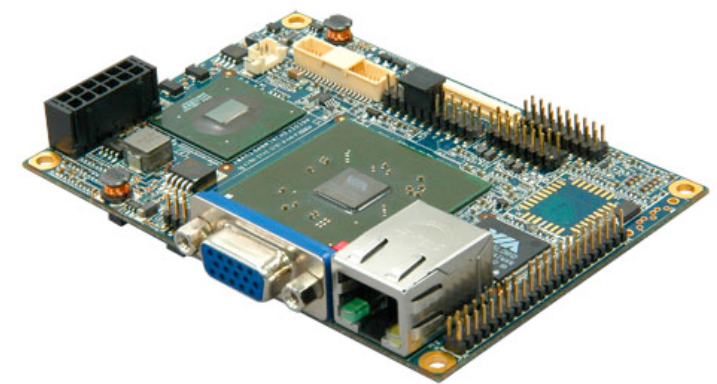
**ITX went back
to Japan...**

Now that's more like it.



(3)

In 2007 we introduced the Pico-ITX.



Pico-ITX
10cmx7.2cm

(History Repeats Itself.)

**This time we REALLY
know EXACTLY how to
to sell it!!!**

**We will start giving
them to hackers.**

Intel Inside.

***VIA Outside.**

**“There are a lot more
smart people outside
than inside of VIA.”**

– I’m a Broken Record.

**(Come back next year to
see hackers creating cool
Pico-ITX stuff...)**

**(...and the commercial
guys copying them ;-)**

Zonbu: The \$99 PC.



**What cool stuff
will I show you
next year?**

You'll get butterflies.



Mobility 2.0

(We keep shrinking the kids.)

This stuff is small.



Socket 370
50x50mm



EBGA
35x35mm



NanoBGA2
21x21mm

Even smaller.

Think your Razr is thin?



**Why is Mobility 2.0
important?**

**Grandma has a
mobile. Not a PC.**

**Phones outsell
PCs 5:1.**

(Mobile is the future.)

What is Mobility 2.0?

I have no idea.

Ask Richard Brown.

**Will there be Web 2.0
Content?**

Probably.

**Will Mobility 2.0 have
YouTube?**

**Google better
hope so.**

Will there be MySpace.

I hope not.

Will Intel make another device that's really just a dressed up PC?

**“Just because the
monkey’s off your back
doesn’t mean the circus
has left town.”**

– George Carlin.

Sorry Intel.



(Dual Core? Dual Monkeys.)

**Will VIA create the
building blocks to
power the revolution?**

(History Repeats Itself.)

Intel Inside.

***VIA Outside.**

**“There are a lot more
smart people outside
than inside of VIA.”**

– I’m a Broken Record.

**Will I be here next year
showing you all the
cool new stuff built
with Mobile-ITX?**

How about now?



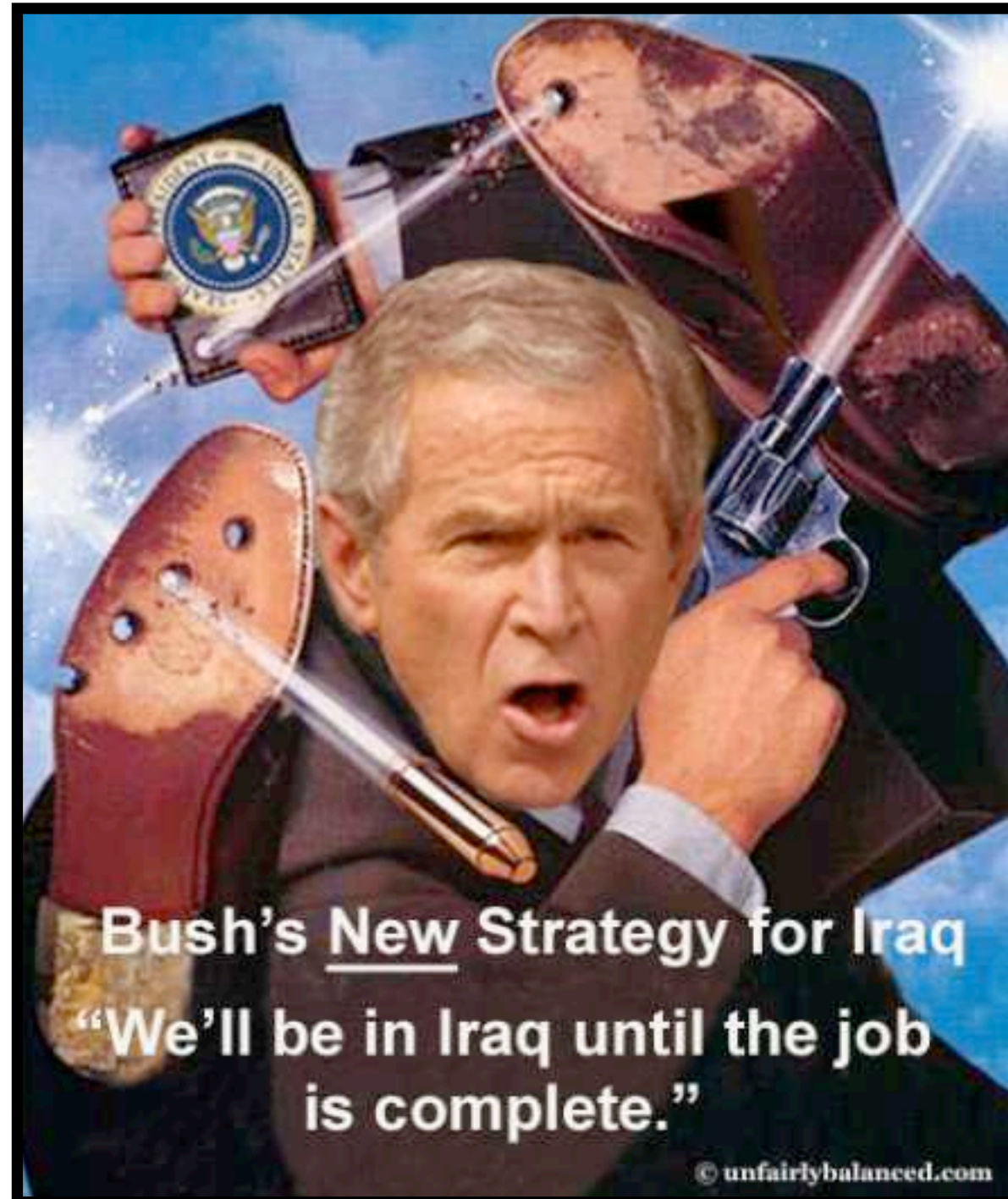
(History Repeats Itself.)

Intel Inside.

***VIA Outside.**

**Are you sure history
repeats itself?**

Like father like son.



Remember

History repeats itself

VIA Outside

Mobility 2.0 will come

**Building
Blocks are
Power.**



Thanks!

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